



Dear Wisconsin Business Leader,

Central Europe holds great promise for Wisconsin companies seeking to build their export volume. In the first quarter of 2005, Wisconsin exports are up 142 percent to Poland and up 109 percent to the Czech Republic. Poland has the largest economy (\$427B) of the 10 states that joined the EU in 2004. Its 40 million citizens make it the sixth largest market in the expanded EU. Poland is a pro-American society and is often referred to as our closest friend in Europe. The Czech Republic is one of the most stable and prosperous of the post-Communist states in Central and Eastern Europe. It is the top-ranked Eastern European country based on business environment. Whether you have existing relationships in Central Europe, are in the initial stages of making sales, or are still studying the market, I invite you to travel with me to Poland and the Czech Republic. Together we can increase Wisconsin business in the region.

Sincerely,

Jim Doyle  
GOVERNOR



Wisconsin has strong cultural ties with Central Europe. According to the 2000 US Census, 11% of Wisconsin residents claim Polish or Czech ancestry. We can build on existing relationships in order to develop commercial connections between Wisconsin businesses and customers in Central Europe.

Governor Doyle's Trade Mission is open to all Wisconsin exporters of products or services. Leading sectors for exports to the Czech Republic and Poland include:

- Industrial machinery/transportation equipment
- Computers and peripheral electronic equipment
- Medical devices and equipment
- Environmental/pollution control technology
- Auto parts/services/equipment
- Sporting goods/recreational equipment
- Defense/Security/Safety equipment
- Construction materials and equipment
- Plastics
- Meat products



# Governor Jim Doyle's Trade Mission to Central Europe

**Czech Republic & Poland  
November 8-16, 2005**



Traveling with Governor Doyle to an increasingly important foreign market like Central Europe opens doors for Wisconsin companies seeking to establish or expand business contacts.

During Governor Doyle's Trade Mission to Central Europe, your appointment schedule will be tailored to your firm's specific needs. One-on-one appointments can be arranged for you with:

- qualified business contacts
- potential agents and distributors
- potential customers and end-users
- market information specialists
- government officials and regulators

Staff from the Department of Commerce and the Department of Agriculture, Trade and Consumer Protection will be available to assist Wisconsin firms plan and implement long-range international sales efforts.

As two of the newest entrants to the EU and two of the most successful and open transition economies in Central Europe, Poland and the Czech Republic offer great individual market potential for Wisconsin products and services. Their currencies are strong against the US Dollar, and neither country is yet a member of the euro-zone. This provides a cost benefit to US exporters. Poland and the Czech Republic are also gateways to the other growing markets in Central and Eastern Europe. Now is an excellent time to target the new Central Europe.



### Itinerary/Cost

The mission itinerary is designed to maximize participants' ability to meet with appropriate contacts for their line of business and can be customized to meet the needs of individual members of the delegation. The projected cost of the Central European Mission is \$4000 and includes coach airfare, hotel accommodations, mission coordination, business briefings, group meals, group ground transportation, and business receptions at the US Ambassadors' residences in Prague and Warsaw. Mission fees are subject to change and will vary by level of participation. Please note that business matchmaking appointments, interpreters, individual ground transportation, and other business services are not included in the package price.

<b>Tues., Nov. 8</b>	Depart Wisconsin
<b>Wed., Nov. 9</b>	Arrive in Prague Business Briefing
<b>Thur., Nov. 10</b>	Business Meetings Embassy Reception
<b>Fri., Nov. 11</b>	Business Meetings
<b>Sun., Nov. 13</b>	Travel to Warsaw
<b>Mon., Nov. 14</b>	Business Briefing Business Meetings
<b>Tues., Nov. 15</b>	Business Meetings Embassy Reception
<b>Wed., Nov. 16</b>	Return to Wisconsin

At the conclusion of the Central European mission, Governor Doyle will attend the UN World Summit on the Information Society (WSIS) in Tunisia. If your firm is in the information technology sector, you may be interested in a Tunisia add-on to your itinerary. Additional costs will apply.

### Interest Form

If you would like to join Governor Doyle's Mission to Central Europe, please complete this form and return it by fax to (608) 266-5551. After receiving your form we will contact you to discuss your goals, individual business program, and travel needs.

If you have questions about the trip or the Central European market prior to completing the interest form, please contact:

Brad Schneider, phone: (920) 420-1796  
e-mail: bschneider@commerce.state.wi.us or  
Jennifer Winner, phone: (608) 266-0413  
e-mail: jwinner@commerce.state.wi.us or  
Christine Stamm, phone: (608) 264-7824  
e-mail: cstamm@commerce.state.wi.us.

<http://commerce.wi.gov/IE/IE-CentralEuropeMission.html>

Name:

Title/Position:

Company/Organization:

Address:

City, State, ZIP:

E-mail Address:

Work Phone Number:

Fax Number:

**Return by fax to (608) 266-5551**